

RICHMOND'S GREAT BOOSTERS' TOUR

New Plan for Advertising Industrial and Commercial city

NORTH CAROLINA AND OLD VIRGINIA

Tourists to Greet Old Friends and Make New Ones—North Carolina Already Offering the Glad Hand—Social-Business Tour Through Magnificent Country.

The Richmond Boosters' Tour to be made next week through parts of Virginia and North Carolina is a plan to advertise Richmond, its industrial, manufacturing and mercantile greatness, and its many advantages as a distributing center and as a business town generally. The plan was inaugurated by The Times-Dispatch and heartily taken up and brought to its present state of success by nearly a hundred of the leading firms and business concerns of the city.

The object of the tour is to enable business men of this city to ride through an interesting part of the territory of two States in which Richmond does great business and seeks to do more, to the end that there may be a friendly interchange of views with the people of that territory, that they may get the better acquainted and that new friendships may be formed and new acquaintances made.

The Object in View.

While the one hundred or more of the Richmond Boosters who will be on the special train will carry all kinds of advertising matter for distribution to let the people of the cities, towns and villages and country places to be visited and passed through know what great things Greater Richmond can do, and is doing, no one will carry an orderbook, and it is doubtful if a single order will be solicited or a single contract sought to be made. The Boosters are going out in this way simply to get in closer touch with friends already well known, and try to make new friends in a quiet, sociable way, and in the same friendly way let the little world through which the special will steam its way, know as much about Big Richmond and its unsurpassed advantages as a trade center as people in that little world care to absorb in their own way.

The Glad Hand Awaits.

Already it has become known throughout the length and breadth of the territory to be traversed that the "Boosters' Train" is coming, and information from all along the route is to the effect that the good people are preparing to give the Boosters a most hearty welcome and the glad handshake.

The special train will be made up of four Pullman palace cars, two diners and a baggage car, the latter to carry a carload of advertising matter, included in which will be 25,000 or 30,000 copies of next Sunday's Times-Dispatch for free distribution, and this of itself will be a tremendous Richmond Booster, as it will contain over a hundred pages of attractive and striking information about the great things Greater Richmond is doing and intends to do. The Pullman palace cars will be the home of the Boosters during the tour, while the two diners will be their cafe, lunch-counter and hotel from Sunday night, October 1, to the end of the trip.

A Glance at the Route.

The train will leave the Main Street Station by the Seaboard Air Line about daylight on Monday morning, September 25, the Boosters having gotten aboard Sunday night and spent the night in their comfortable berths. The cars will make a straight shoot for Henderson, N. C., the county seat of Vance county, and there the two diners will be headed on both hot steaming breakfast, ready for the Boosters.

After breakfast the hundred or more Richmonders will be taken in hand by the good citizens of the town, and under the inspiration of music by the band they will take in one of the best towns of the Old North State. Henderson is a large, bright tobacco market, a cotton manufacturing center and a town that does an immense mercantile business.

From Henderson the train will go to Franklinton, another wide-awake Carolina town and a cotton market of no mean pretensions. Franklinton is rich in tobacco, and the county seat, and practically the Boosters will here take in two towns at once.

Carolina's Capital City.

The next stop of great importance will be Raleigh, the capital of the State. There the Boosters will be met by representatives of the Chamber of Commerce, the Advertisers' Club, the Retail Merchants' Association and other business organizations, and the on-site staff of the Raleigh News-Observer, the great daily of the capital city, will be made. Then will come business, the great daily of the capital city, will be made. Then will come business, the great daily of the capital city, will be made.

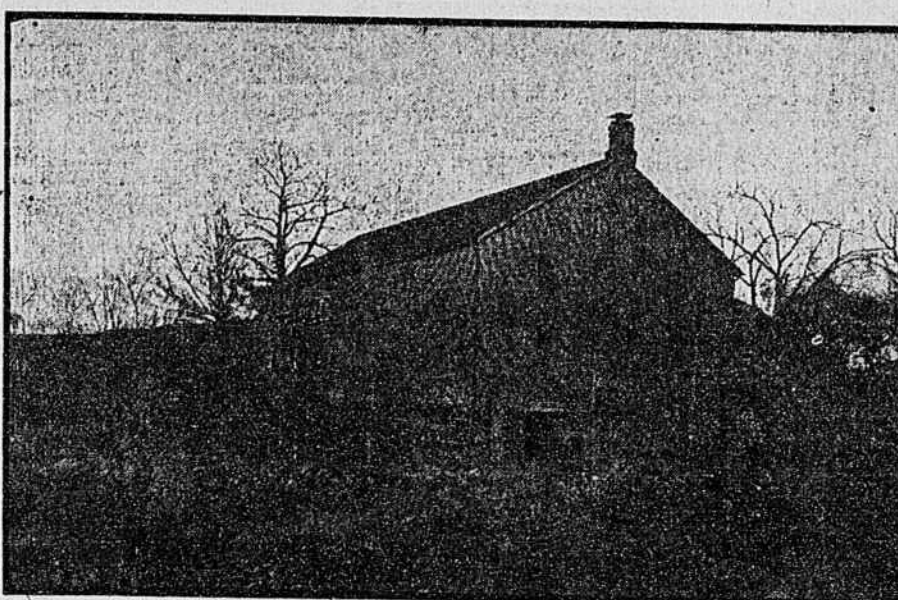
From Raleigh the train will follow the Seaboard Air Line, taking in some of the most interesting parts of North Carolina; through many cotton fields, through magnificent pine forests, and stopping at many interesting towns and villages, including the famous health resort of Pinehurst, and the time will reach Sanford, where a sufficient stop to form acquaintances will be made. Then will come Hamlet, a big railway junction and a business town, where the glad handshake awaits the Boosters. The next towns to be reached will be Rockingham, Wadesboro, Monroe and intermediate smaller places, at all of which the people will see and talk with the Richmonders.

On to Greater Charlotte.

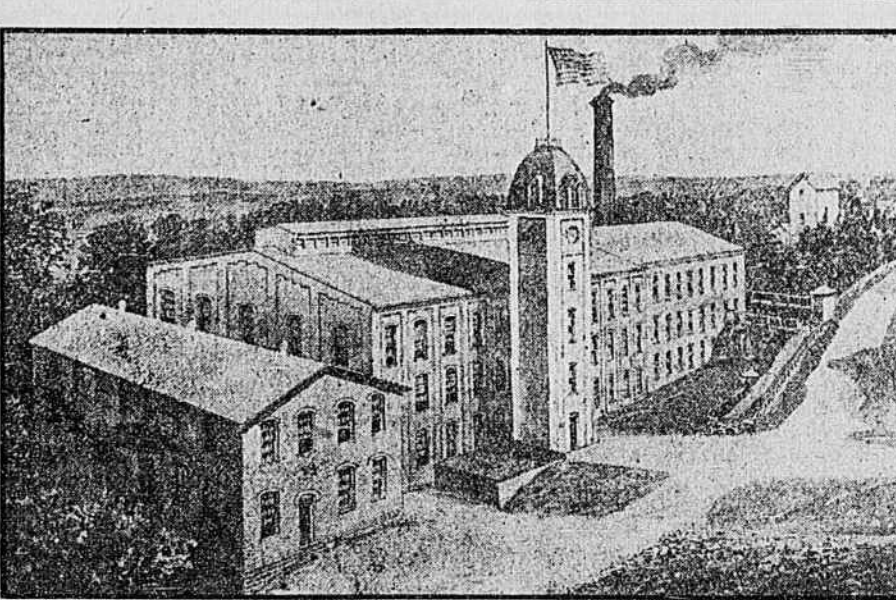
As Old Sol begins to seek repose in the western skies the train will pull into the great Charlotte, the city of Charlotte, and there the Boosters will spend the night. They will be received and welcomed to the city by the Greater Charlotte League, and the members and officials of this wide-awake organization will see to it that every Boosters' sees and knows Greater Charlotte before he leaves. The Manufacturers' Association will see to it that every Boosters' sees and knows Greater Charlotte before he leaves. The Manufacturers' Association will see to it that every Boosters' sees and knows Greater Charlotte before he leaves.

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BUSINESS SCENES IN CHARLOTTESVILLE



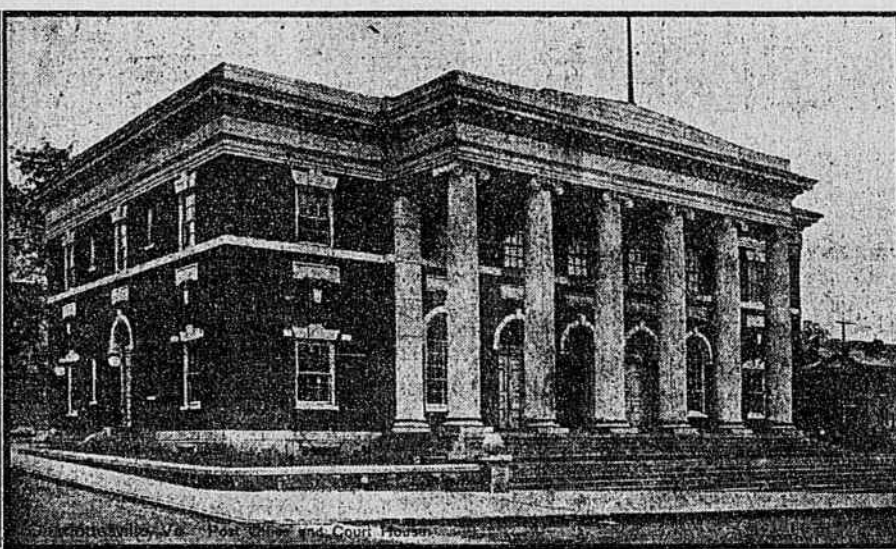
MONTICELLO WINE COMPANY'S PLANT.



THE WOOLEN MILLS.



PARTIAL VIEW OF MAIN STREET.



THE NEW POST-OFFICE.

CONVENTION WILL MEET AT ROANOKE

Program for Southern Appalachian Good Roads Association Announced.

Roanoke, Va., September 23.—The third annual convention of the Southern Appalachian Good Roads Association will be held in this city on Wednesday and Thursday, October 4-5, and will be presided over by Dr. Joseph Hyde Pratt, State Geologist of North Carolina, president of the association.

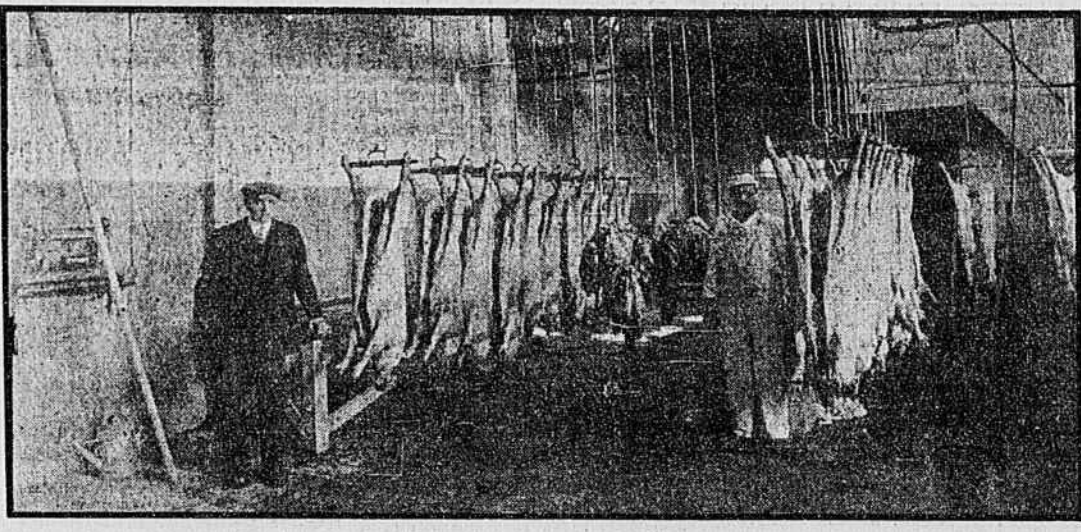
The program as arranged by the committee is given below:

Wednesday, October 4, 1911—Morning session, 10:30—Convention called to order by the President. Opening prayer, Rev. T. O. Keister. Addresses of welcome: For Virginia, Governor William Hodges Mann; for the city of Roanoke, C. Edwin Michael, president Roanoke Chamber of Commerce. Responses: For the association, Joseph Hyde Pratt, president; for the delegates and visitors—from South Carolina, Governor R. B. Leake; from Kentucky, Governor Rustus E. Wilson; from North Carolina, Governor John H. Small; from Tennessee, Cyrus Kehr; from West Virginia, Charles P. Light; from Georgia, Professor C. M. Strahan. Reports of officers and appointment of committees. Talks regarding work of State Good Roads Association: H. B. Varner, president North Carolina Good Roads Association; F. H. Hyatt, president South Carolina Good Roads Association; Joseph F. Bosworth, president Kentucky Good Roads Association; T. J. Hale, president East Tennessee Good Roads Association; Judge H. R. Starbuck, Roanoke and Yadkin Valley Good Roads Association.

Afternoon session, 3 o'clock—Address, Hon. L. W. Page, director United States Office of Public Roads. Address, Hon. L. E. Johnson, president Norfolk and Western Railway Company. "The Progress of Good Road Improvement in Georgia," S. W. McCallie, State Geologist of Georgia.

Thursday, October 5, 1911—morning session, 10:30—Opening prayer, Rev. Samuel T. Senter. Talks on engineering problems from representatives of universities and technical schools: "Country Road Construction and Maintenance," Dr. W. M. Thornton, of the University of Virginia; "How Improved Highways Improve the Type of Farming," Dr. P. B. Barringer, president Virginia Polytechnic Institute; "Good Roads: Their Economic Value," General E. W. Nichols, president Virginia Military Institute; "Good Roads and Schools," Professor M. H. Stacy, of the University of North Carolina; "New Factors in Industrial Life," Dr. D. H. Hill, president North Carolina College of Agriculture and Mechanical Arts; "How to Make Good Roads," Professor Y. P. Branch, of the Georgia School of Technology; "Higher Highway Education," Hon. Charles P. Light, special representative American Association for Highway Improvement. Report of progress of special highways: Bristol-Washington highway, W. H. Aston, of Virginia; Central Highway of North Carolina, H. B. Varner, of North Carolina; Knoxville-Cumberland Gap-Cincinnati highway, Hon. Joseph F. Bosworth, of Kentucky; Salisbury-Hickory-Lenoir highway, P. B. Beard, of North Carolina; Spartanburg-Asheville highway, John Wood, of

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SCENE IN NEW ABATTOIR.

VIEWS AND NEAR VIEWS, HINTS AND SUGGESTIONS

Railroads May Perform Wonders—Timely Hints From Georgia and Carolina—Mor Factories Wanted in South—Croakers Who Croak. 'Possum and 'laters—Many Suggestions.

BY FRANK S. WOODSON, Industrial Editor.

A few days ago I was talking with a railroad man, one connected with the so-called industrial department of a certain railway that makes its living and profits in the South (his office is now in Richmond), and I asked him why his road did not do more extensive advertising of the advantages of the splendid country through which the line runs. He replied in about these words: "The people in the South are always asking favors of the railroads, and at the same time the Corporation Commissions and the Legislatures and the people generally are harassing us and making laws and rules and regulations to bleed us," etc. My friend is mistaken. In this connection nobody is asking any favors of the railroads, but simply suggesting to them a good paying business. Nobody in the South would benefit as much as the railroads by the incoming of new settlers to till the soil, the establishment of new industries to consume and to sell and ship in manufactured goods and to enlarge the country generally. The Western roads have found this a profitable business. Constantly we are getting statistics showing what great sums of money the Western roads are spending along this line and everybody knows they are not spending it just for fun, or for the benefit of the public, but rather for the profit that comes to the roads.

According to figures tabulated for Secretary George R. Brown, of the Board of Trade, of Little Rock, Ark., by C. E. Schmidt, of the Immigration department of the Rock Island system, 509,801 persons have settled along the lines of that system in the past five years.

The secretary of the Greenville, S. C. Board of Trade, in a letter to the Manufacturers' Record, says: "Our people, as well as the railroads of the South, are making an effort to

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BOTETOURT AND ITS RICH RESOURCES

The Land of Canneries That Bring in Piles of Good Money.

ITS UNDEVELOPED WEALTH

When More Railroads Get There Botetourt Will Be Immensely Rich Country.

BY J. O. LUSTER.

Fincastle, Va., September 23.—No county in the State of Virginia has made more progress in agriculture than Botetourt. The nice homes and large barns and granaries are excellent signs of its prosperity. The farms are clean and well cultivated, and the land shows a high degree of fertility. Many of the Botetourt farmers have adopted the modern plans of farming, and instead of drawing year after year from the soil and impoverishing it, they are yearly adding to its productivity; consequently to-day the county's average yield of the acre is on a par with any county in the State. The apple and peach crops on an average yield \$100,000 to \$200,000 annually, and it is growing in this department yearly.

Botetourt county will produce on a paying basis most anything raised in the State. Its canning facilities exceed (outside of the cities) any county in the State. It has 150 to 175 tomato canneries in actual operation, with an output of 800,000 cases per season; and these carry a value of \$500,000.

Peaches, apples, berries and corn are also canned for the markets to a large extent, adding 50,000 or more cases of goods to the tomato output. These canneries created a necessity for tin can factories, and two, which employ large numbers of workmen, have been established in the county. They turned out last year something near 15,000,000 cans. A box-making plant also became necessary to furnish cases

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FALL HATCHING IS PROFITABLE

Some Rules and Regulations in Regard to Raising Broilers in Autumn.

BY WALTER C. SCHAAF.

Is fall hatching profitable? No doubt, but this is a question that comes to the minds of all amateur poultry raisers when the days of the spring and summer have passed. They have hens or incubators that are idle, and eggs that are not bringing a very high market price. They wonder if it will really pay to hatch a few chicks and raise them to some size before the cold weather comes.

Now, this fall hatching of chicks depends upon what you want the chicks for. If it is for winter layers, of course, it is out of the question, for they would not lay during the winter. If, on the other hand, you had eggs and broody hens and wanted a few birds to sell in the very late fall or at Christmas time, it would pay. If you wished some pullets that would begin to lay when the others had slacked a bit during July and August of the following year, they would just fill the bill. Many breeders are hatching chicks during the early fall in order to have pullets that will begin laying in the spring, and keep it up till late fall. Then they can be sold just before they begin to moult, which would be a month or two later.

It is true that summer chicks are harder to raise on account of the extreme heat, but if properly cared for they will soon pass the very warm period of the summer, and the fall weather will agree with them, and they will grow like weeds. Care must be exercised to give them proper shade, with plenty of light, bulky food, so that they will stand the heat and grow quickly.

In Time for Holiday Dinners.

We will say that you are hatching during September; the chicks come out about the middle of the month. They will be large enough to stand the cold of winter, and yet continue their growth.

If, however, you have raised these birds simply to sell for the meat, you will have two or two-and-a-half-pound birds to sell, which at market price will bring you a goodly return. The hatchlings were at the lowest price when these were set, the fertility would naturally be high, and the care not so great as needed for the early hatched chicks. This would mean that the returns from these birds would be a large per cent profit. They would be sold at a time when the price of broilers had gone up again rather than down, as the regular broiler supply would have been entirely exhausted. Hotels and wealthy private families are always anxious to get broilers; they want them in season and out of season, and are able and willing to pay good prices for them. The "has-been" broiler, which now weighs four or five pounds, and which in reality is a roaster, is no longer wanted as a broiler. The late hatched chicks would fill the bill, and the market would be open for them at a price that would yield a good profit.

For Early Spring Eggs.

If you cared to you could raise 100 of these, and then pick out the pullets and put them by themselves in a fairly

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BUSINESS TOWN OF CHARLOTTESVILLE

It's That, Showing That Business and Educational Activities Can Mix.

MANY INDUSTRIES: SPLENDID BANKS

Unusually Large Mercantile Houses—Centre of Apple Growing County—Fortunes That Have Been Made From Fruit Lands—Grasses, Cattle, Fine Horses.

BY FRANK S. WOODSON.

Charlottesville, Va., September 23.—As a general rule towns in which are located large educational institutions like unto the University of Virginia do not become particularly noted for industrial effort. The old-time idea was that colleges and universities ought to be far removed from the hum of business. Even within the past few years a prominent educator of the country has declared that colleges and colleges do not mix well while the youth of the land is being taught and prepared for professional and business life that is to follow in some other neighborhood. People who entertain this ancient idea would hardly expect to find here in Charlottesville the seat of the far-famed University of Virginia that Thomas Jefferson placed on its pins, a busy folk who are successfully conducting wholesale stores and enormous retail establishments, who are successfully conducting big factories of several kinds, a big wine-making concern, woodwork shops, fishments, publishing houses, abattoirs, tanneries, woolen mills, flouring mills, creameries, iron works, etc. The ancient philosophers could not advance any good reason for their peculiar doctrine, although they are doing business people and capitalists could not see it, if they had any, and so this splendid Virginia town located in one of the richest counties, is not only a great educational centre, but a wide-awake business town.

No Population.

Charlottesville is another town among many that has a grudge against the census takers of the government, who claimed to find in the town last year only 7,779 people, big and little, but, of course, the census men could not enumerate the 1,000 students of the university, although they are citizens ten months in the year, and do pretty much all their buying and trading here; and, of course, they could not put on the list the 4,000 people who really live in the town, and do business here, but are really just beyond the city limits.

Everybody knows, in the days of too much negro voting, nearly all of the Virginia towns were cut and twisted around so as to keep the negro vote from affecting town government. For this reason Charlottesville was twisted all around and about like a corkscrew, and it has not extended its limits or straightened its bounds for more than twenty years, although Sambo is no longer lurking in the woodpile. The Council is working on this matter now. It ought to have acted before the census-takers came, and if they had done so the census of 1910 would probably have shown this city to be of 12,000 inhabitants. I make it this figure because the post-office carrier force is based upon that many souls within the delivery territory of the office, and the carriers tell me they are the hardest worked of any post-office set in the State. They vow they serve a population of more than 12,000.

The manufacturing plants here are two immense wood working establishments, one of which is said to be the largest contractor with the United States government of any similar concern in the South, it having contracts to furnish post-office and other public building materials and furnishings all over the country.

The Charlottesville Woolen Mills, manufacturers of cloth, has a very large plant and employs 150 operatives. This company has large contracts with Uncle Sam to furnish cloth for the uniforms of his soldier boys.

The Market Wine Company is a famous plant that has created here a market for all of the grapes the farmers of Albemarle and adjoining counties choose to grow, and they choose to grow vast quantities of them. The wines from this company's cellars are sold all over the country, not excepting the "dry" spots thereof. The Marchant family, who own the place, are well known all over Virginia and in all people and makes overalls and workmen's pants that have a reputation all over the South.

The Michie Publishing Company, who employ over 125 people, among them about a dozen young lawyers, is the largest establishment of its kind in the South. Its business is to publish law books, and the same are sold in every State in the Union.

The Albemarle Stone Works and the Harris Agricultural Implement Works are big iron consuming industries which employ large forces. The Brown Milling Company maintains a flouring mill of large capacity, and its flours are known all over Virginia and in all the Albemarle Creamery does a large business, as does the Lovegrove Milling Company and the Albemarle Mills.

The Mercantile Business.

The Charlottesville Ice Company has just added to its immense plant for ice-making and for cold storage an up-to-date abattoir that is, in equipment, sanitary provisions and in all respects except the matter of size and capacity, the equal of any of its kind in Chicago or any other city. This company is building up an immense meat business in all of the territory reachable from Charlottesville.

Three wholesale houses, two being groceries and one a hardware house, are large establishments doing profitable business. There are other enterprises here, such as brick-making establishments, several small machine

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